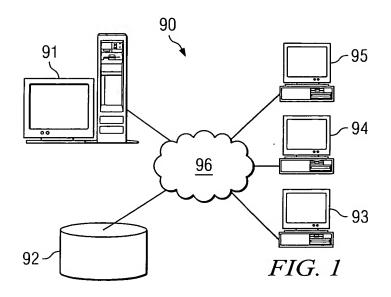
EL978318493US

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Handy-Bosma, et al. Method for Session Based User Evaluation of Distributed Content

1/4



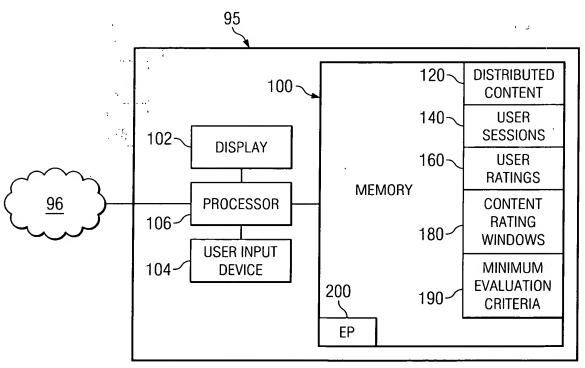
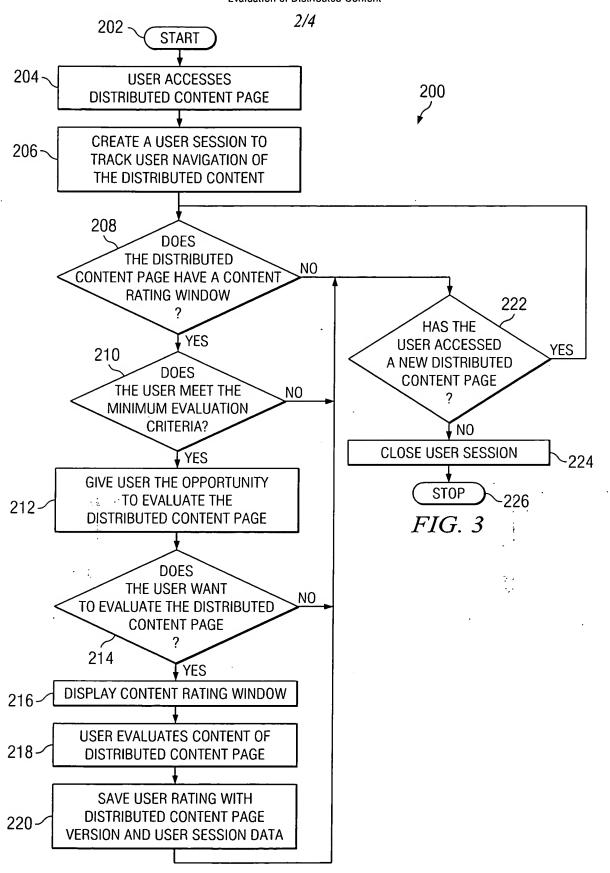


FIG. 2

AUS920031057US1

Handy-Bosma, et al.

Method for Session Based User
Evaluation of Distributed Content



AUS920031057US1

Handy-Bosma, et al.

Method for Session Based User
Evaluation of Distributed Content

3/4

		322						
			USER RATING 320		N/A	YES	ON	
		318	MINIMUM USER EVALUATION RATING	CRITERIA MET?	ON	YES	YES	
			DURATION EXITED VIA	316	CLICKED. HYPERLINK	CLICKED HYPERLINK	CLOSED BROWSER	
	305	~304	DURATION	314	00:03:42	00:01:16	00:02:31	
			TIME	312	16:02:26 CST	16:04:08 CST	16:05:24 CST	
	USER ID: 42086712		ACCESSED VIA	310	www.yahoo.com SEARCH PAGE	www.home.com HYPERLINK	www.home.com/page2.htm 16:05:24 HYPERLINK CST	
		.64.2	VERSION	308	2.31	1.33	1.04	
		USER IP ADDRESS: 192.142.64.2	DISTRIBUTED CONTENT PAGE	306	www.home.com	www.home.com/page2.htm	www.home.com/page3.htm	

FIG. 4

AUS920031057US1

Handy-Bosma, et al. Method for Session Based User Evaluation of Distributed Content

4/4

400

© Content Evaluation Example - Microsoft Internet Explorer													
<u> File Edit View Favorites Tools Help</u>													
<> Back → <> → <> < < < > < < < < > < < < < < <													
Address €													
Welcome to Rate My Session! To receive your free White paper, Web Metrics and Other Mind-Bending Activities, please provide a rating for each of the pages you visited on our site. You can also add comments!													
	402	404				406							
	Page accessed	This page increased my understanding of web metrics.				Comments							
		Agree				Disagree							
	1. Overview	1 O	2 O	3 O	4 O	5 O	▼						
	2.Clickstream Data Explained	1 O	2 O	3	4 O	5 O	Ā						
408	3. Business Rules	1 O	2	3 O	4 O	5 O	Ā						
	4. Overview	This is a return visit to the page. Item to be rated above. You can add a comment to the right.					Ā ▼						
	5. Common Mistakes	1 O	2 O	3 O	4 O	5 O	Ā ▼						
Submit													
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FIG. 5